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PRESSRELEASE

CSA launches new website for renowned Boston-based architectural firm Elkus Manfredi

New York, NY, April 16, 2009 – For over two decades Boston’s Elkus Manfredi Architects has shaped some of the most important planning and architectural projects across the country. Elkus Manfredi realized the look of their website was dated and no longer reflected the high quality of their work, nor did it provide the flexibility they needed to stay current with their ever-growing portfolio.

CSA, having overcome a similar challenge in presenting its own vast portfolio of work, has mastered the art of elegant portfolio management and presentation. CSA tackled Elkus Manfredi’s challenge by using their already rich photography as the basis of the site, along with simplified navigation that better showcases the quality of their projects.

CSA approached Elkus Manfredi’s varied photographic content by creating a framework that could accommodate numerous photographic orientations. The design is clean and modern, with the primary goal of showing off the Elkus Manfredi portfolio without any distractions. By creating a photo area that was large enough to accommodate vertical, horizontal and panoramic photos with considered white space, CSA was able to artfully resolve the challenges presented by Elkus’ existing photographic library.

CSA also considered Elkus Manfredi’s need to frequently update their site when approaching the site architecture and design. With CSA’s recommended inclusion of a Content Management System, Elkus Manfredi is now able to update their site as frequently as necessary without involving any IT personnel, thus increasing overall efficiency and realizing savings on future site maintenance.

Within weeks of Elkus Manfredi’s new website launching, CSA’s work was recognized as being “a gorgeous site in an industry where great web design is elusive and rare” by Otto Architecture & Design.

Check out the new Elkus Manfredi site at www.elkus-manfredi.com

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